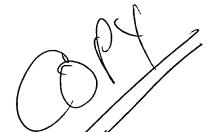


CLAIMS AMENDMENT SHEET



WHAT IS CLAIMED IS:

1. (Original) A method for communicating a timing of ad broadcasts, comprising:

electronically accessing at least one electronically stored record indicating, directly or indirectly, at least times for ads broadcast in a past period;

automatically generating a client report including at least a time for a broadcast of an ad in a period; and

automatically transmitting the report to an advertising client.

- 2. (Original) The method of claim 1 including accessing an electronically stored record generated at least in part by broadcast inserter equipment and accessing an electronically stored record generated at least in part by a traffic and billing system.
- 3. (Original) The method of claim 1 that includes automatically generating and transmitting a plurality of reports.
- 4. (Original) The method of claim 1 wherein transmitting is at least by one of fax and email.
 - 5. (Original) The method of claim 1 wherein transmitting includes a banner.
- 6. (Original) The method of claim 1 that includes automatically transmitting report information to an account manager for the client.
- 7. (Currently Amended) A system method for assessing broadcast advertising, comprising:

electronically accessing at least one verified file log;

automatically compiling a verified broadcast report by according to advertising client; and

automatically transmitting the report to a client.

- 8. (Currently Amended) The system method of claim 7, including electronically accessing at least one Schedule Log.
 - 9. (Currently Amended) The system method of claim 8 including:

outputting a measure of the effectiveness of a broadcast media in executing advertising in accordance with a Schedule Log.